\* \* \* \*\*\* UNAPPROVED REV #1 6301800 REP HEADLINE#

ADV #

#

AGK

703-516-9680 CREDIT RISK !!! HARRIS REPORT FROM REP FAX# AGENCY REP: TEL# 703-516-9399 CREDIT ADVISORY: AGEN ORDER WORKSHEET

\*\*\* WFSB-TV \*\*\*

\* \* CHANGES \* \*

14.31 # DATE AUG31/12 SALESMAN REGIONAL  $\Xi$ HEATHER UTTLEY ANNE BRAUNSCHEIDEL LOCAL OFF.# WA-CLASS: NATL. BUYER NAME SALES PRSN REP.# INVOICE) CO-OP BILLING NEEDED ORDER, 306 SUITE UZH (LINE) POLI/L MCMAHON/R/SEN/CT SERVICES 600 FAIRMOUNT AVENUE, COMMENTS: CONTRACT # 6301800 MD 21286 MEDIA 4 !!!GFSB!!! EST#1291 WK-1MENTZER TOWSON, SEP10/12 STATE TAX ADV. NAME AGY. NAME FLIGHT DATES SEP4/12 MCMAHON

THANKS, MIKE FOR HEATHER SEP07 LN 6 REMOVED SPOT ZEROED LN 25 ADDED LNS 42-44 TTL SAME PLS CFM

REVISED ORDER

REP.

TAX

CITY

ORDER PRDCT

A CASH IN ADVANCE SCHEDULE \*\*\*\* SI SIML \*\*\*\* CON CM

- AGENCY IDB #1021 ALL STATIONS USING ELECTRONIC INVOICING

ING" IS ALSO AVAILBLE EMT12009 TRADE-INVOICING"
WEBSITE IS: EMT AN ELECTRONIC INV.WEBSITE "EMEDIA FOR THIS AGENCY. THE IDB# FOR THE

FOR GFSB\*\* IDB #1021 TV INVOICES #9912736 \*\*ORDER

	٠
	TITE
	C
	ਜੀ
	9/4
1291	9/4
	\$65.00
∢	
CODE =	0 8
ADVERTI: PRODUCT	530P-600P
AGENC	* 'V
	DVERTISER CODE = AGENCY EST# = 1291 RODUCT CODE =

Н

TUE

ਜਂ

9/4

530P NEWS 530P NEWS PROGRAM : CON COM1: PROGRAM

REP HEADLINE# 6301800 \*\*\* UNAPPROVED REV #1 \*\*\*

FAX# 703-516-9680 REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET
HARRIS REPORT FROM REP

AUG31/12 14.31 \*\*\* WFSB-TV \*\*\*

••	0 Tu		-	4	٣	<b>{</b>		₹	\$5,010.00 56
WEEK: DAYS			TAS:		TAS	!	NOW		CONTRACT TOTAL TOTAL SPOTS
SPTS:			Н		н		н		Ö
: END : DATE	6/6		8/6		8/6		9/10		
: START : DATE	6/6		8/6		8/6		9/10		
EC : RATE :	\$45.00		\$65.00		\$15.00		830.00		
: LGTH : SEC	0 8		90		90		90		
:LINE#:REP :CD: TIME PERIOD : ]	25 S 630P-700P	PROGRAM: SUN 630P NEWS CON COM1: SUN 630P NEWS	42 A 1100P-1135P	PROGRAM : LATE NEWS CON COM1: LATE NEWS	43 A 1135P-1235A	. PROGRAM : CRIMINAL MINDS CON COM1: CRIMINAL MINDS	44 A 900A-1000A	PROGRAM : LIVE WITH KELLY CON COM1: LIVE WITH KELLY	SEP/12 \$5,010.00

0 WHPX WCCT 08 WCTX 48 WTIC 138 WVIT 25% WTNH 18% CABL 0% WFSB 40% MARKET TOTALS \$409,687

77 % GFSB SHARES ACCURATE.

SVC- NSI DEMOS- RA35+\*

N-PROGRAM NAME M-MAKEGOOD L-LENGTH C-CANCELLED DE-DELETE E-EFF DATES B-BUY TYPE MOD CODE A-ADD

\*-MULTIPLE Z-COMMENTS Y-DAYS X-LATE T-TIME S-SPOTS PER WEEK R-RATE Q-PAID PGM P-CLASS, PLAN, SECT

## CONTRACT



WFSB Fairfield County 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

And:

Mentzer Media Services, Inc. 600 Fairmount Avenue Suite 306 Towson, MD 21204

	Contract / Re	vision	Alt Order	#		
	491856	1	06301800	)		
Product	-L					
MCMAHON 4 IIIGFSBIII						
Contract Dates	Estimate #					
09/04/12 - 09/10/12	1291					
<u>Advertiser</u>			Original Date	/ Revision		
McMahon for Senate			08/31/12	/ 08/31/12		
	Billing Cycle	Billing	Calendar	Cash/Trade		
	EOM/EOC	Broado	ast	Cash		
	<u>Station</u>	Accour	ıt Executive	Sales Office		
	GFSB	Heathe	r Uttley	HRP-WASHING		
	Special Hand	ling				
	Demographic					
	Adults 35+		•			
İ			· · · · · · · · · · · · · · · · · · ·			
	IDB#	Advertis	ser Code	Product Code		
	1021			]		
	Agency Ref		Advertiser	Ref		

Spots/ \*Line Ch Start Date End Date Description Start/End Time Type Spots Days Length Week Rate Amount GFSB 09/04/12 09/07/12 6AM-6:30AM Eyewitness Nev6AM-6:30AM :30 NM \$90.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 09/03/12 09/09/12 -T--F--\$45.00 2 GFSB 09/04/12 09/06/12 6:30AM-7AM Eyewitness Nev6:30AM-7AM :30 NM 2 \$120.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 09/03/12 09/09/12 -T-T-\$60.00 GFSB 09/04/12 09/06/12 7AM-9AM The Early Show 7AM-9AM :30 NM 2 \$80.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 09/03/12 09/09/12 \$40.00 -T-T-GFSB 09/04/12 09/07/12 Eyewitness News at Noon 12PM-12:30PM :30 NM 2 \$100.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 09/03/12 09/09/12 -T--F--2 \$50.00 GFSB 09/04/12 09/06/12 5PM-5:30PM Eyewitness Nev5PM-5:30PM :30 NM 2 \$130.00 Start Date **End Date** Spots/Week Weekdays Rate Week: 09/03/12 09/09/12 -T-T---2 \$65.00 GFSB 09/04/12 5:30PM-6PM Eyewitness Nev5:30PM-6PM 09/07/12 :30 NM \$65.00 1 Start Date End Date Weekdays Spots/Week Rate Week: 09/03/12 09/09/12 \$65.00 -T--F--Spot Ch Date Range Description Start/End Time Weekdays Length Rate <u>Type</u> 1 GFSB 09/03/12-09/09/12 5:30PM-6PM Eyewitness Nev5:30PM-6PM :30 \$65.00 NM See MG 25.2,25.3,25.4 GFSB 09/04/12 09/06/12 6PM-6:30PM Eyewitness Nev6PM-6:30PM :30 NM 2 \$180.00 Start Date Weekdays **End Date** Spots/Week Rate Week: 09/03/12 09/09/12 -T-T---2 \$90.00 GFSB 09/07/12 09/07/12 7PM-7:30PM 7PM-7:30PM :30 NM \$90,00 1 End Date Start Date Spots/Week <u>Weekdays</u> <u>Rate</u> \$90.00 Week: 09/03/12 09/09/12 ----1---1 GFSB 09/05/12 09/05/12 7:30PM-8PM 7:30PM-8PM :30 NM 1 \$90.00 Start Date End Date Spots/Week <u>Weekdays</u> Rate \$90.00 Week: 09/03/12 09/09/12 --1---10 GFSB 09/04/12 09/06/12 5AM-5:30AM Eyewitness Nev5AM-5:30AM :30 NM 4 \$100.00 End Date Weekdays Start Date Spots/Week Rate Week: 09/03/12 09/09/12 -TWT---4 \$25.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

08/31/12 / 08/31/12



Contract / Revision Alt Order # 491856 06301800 Contract Dates Product Estimate# 09/04/12 - 09/10/12 MCMAHON 4 !!!GFSB!! 1291 Advertiser Original Date / Revision

Alina Ch Start Data Fad Data December	0. 45. 47.	Spots/			
*Line Ch Start Date End Date Description  Start Date End Date Weekdays Spots/Week	Start/End Time	Days Length Week Rate	Туре	Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           E 11 GFSB 09/04/12         09/07/12         5:30AM-6AM Eyewitness           Start Date         End Date         Weekdays         Spots/Week           Week: 09/03/12         09/09/12         -TF         2	Nev5:30AM-6AM	:30	NM	2	\$70.00
E 12 GFSB 09/04/12 09/08/12 M-SU Eyewitness News @ Start Date		:30	NM	3	\$195.00
E 13 GFSB 09/04/12. 09/04/12 NCIS  Start Date	8PM-9PM <u>Rate</u> \$250.00	:30	NM	1	\$250.00
E 14 GFSB 09/04/12 09/04/12 National Conventions <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/12 -1 1	10pm-11pm <u>Rate</u> \$400.00	:30	NM	1	\$400.00
E 15 GFSB 09/05/12 09/05/12 Criminal Minds  Start Date End Date Weekdays Spots/Week  Week: 09/03/12 09/09/121 1	9PM-10PM <u>Rate</u> \$220.00	:30	NM	1	\$220.00
E 16 GFSB 09/05/12 09/05/12 National Conventions  Start Date	10pm-11pm <u>Rate</u> \$400.00	:30	NM	1	\$400.00
E 17 GFSB 09/07/12 09/07/12 CSI: NY  Start Date	9PM-10PM <u>Rate</u> \$200.00	:30	NM	1	\$200.00
E 18 GFSB 09/08/12 09/08/12 SA Eyewitness News  Start Date	6AM-7AM <u>Rate</u> \$20.00	:30	MM	1	\$20.00
E 19 GFSB 09/08/12 09/08/12 SA Eyewitness News  Start Date	7AM-9AM <u>Rate</u> \$35.00	:30	NM	1	\$35.00
E 20 GFSB 09/08/12 09/08/12 SA 6pm-6:30pm EWN  Start Date End Date Weekdays Spots/Week  Week: 09/03/12 09/09/121- 1	6PM-6:30PM <u>Rate</u> \$35.00	:30	NM	1	\$35.00
E 21 GFSB 09/09/12 09/09/12 SU Eyewitness News  Start Date End Date Weekdays Spots/Week  Week: 09/03/12 09/09/121 1	6AM-7AM <u>Rate</u> \$20.00	:30	NM	1	\$20.00
E 22 GFSB 09/09/12 09/09/12 SU Eyewitness News  Start Date End Date Weekdays Spots/Week  Week: 09/03/12 09/09/121 1	7AM-9AM <u>Rate</u> \$35.00	:30	NM	1	\$35.00
E 23 GFSB 09/09/12 09/09/12 CBS Sunday Morning Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/121 1	9AM-10:30Am <u>Rate</u> \$85.00	:30	NM	1	\$85.00
E 24 GFSB 09/09/12 09/09/12 Su 10:30AM-11:30AM ROT  Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/121 1	10:30AM-11:30AM <u>Rate</u> \$55.00	:30	NM ·	1	\$55.00
N 25 GFSB 09/09/12 09/09/12 SU 6:30PM-7PM EWN <u>Start Date End Date Weekdays Spots/Week</u> Week: 09/03/12 09/09/121 1	6:30PM-7PM <u>Rate</u> \$45.00	:30	NM	3	\$110.00

McMahon for Senate

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order # 491856 06301800 1 Contract Dates Product Estimate# 09/04/12 - 09/10/12 MCMAHON 4 !!!GFSB!! 1291 Advertiser Original Date / Revision 08/31/12 / 08/31/12

this of our But But But B	Spots/			
*Line Ch Start Date End Date Description Start/End Time	Days Length Week	Rate Type	Spots	Amount
Start Date End Date Weekdays Spots/Week Rate Spot Ch Date Range Description Start/End Time	Weekdays Length	Rate Type		
1 GFSB 09/03/12-09/09/12 SU 6:30PM-7PM EWN 6:30PM-7PM	st :30	\$45.00 NM	E .	
See MG 25.2,25.3,25.4 2 GFSB 09/08/12-09/08/12 M-SU Eyewitness News @ 1111PM-11:35PM	sa :30	\$65.00 NM		
3 GFSB 09/08/12-09/08/12 Wknd Late Fringe Synd. 1135PM-12:35AN	1 :30	\$15.00 NM		
(i) MG for 6.1,25.1				
4 GFSB 09/10/12-09/10/12 9AM-10AM 9AM-10AM  ⊕ MG for 6.1,25.1	M: :30	\$30.00 NM		
E 26 GFSB 09/09/12 09/09/12 60 Minutes 7PM-8PM	:30	NM	1	\$550.00
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 09/03/12         09/09/12        1         1         \$550.00			,	4440.00
E 27 GFSB 09/09/12 09/09/12 Mentalist 10PM-11PM	:30	MM	1	\$200.00
<u>Start Date                                  </u>				
E 28 GFSB 09/10/12 09/10/12 6AM-6:30AM Eyewitness Nev6AM-6:30AM	:30	NM	1	\$40.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 1 1 \$40.00				
E 29 GFSB 09/10/12 09/10/12 6:30AM-7AM Eyewitness Nev6:30AM-7AM	:30	NM	1	\$50.00
Start Date	.00	14141	1	\$50.00
Week: 09/10/12 09/16/12 1 1 \$50.00	·			
E 30 GFSB 09/10/12 09/10/12 7AM-9AM The Early Show 7AM-9AM Start Date End Date Weekdays Spots/Week Rate	:30	NM	1	\$30.00
Week: 09/10/12 09/16/12 1 1 \$30.00				
E 31 GFSB 09/10/12 09/10/12 Eyewitness News at Noon 12PM-12:30PM	:30	NM	1	\$50.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 1 1 \$50.00				
E 32 GFSB 09/10/12 09/10/12 5PM-5:30PM Eyewitness Nev5PM-5:30PM	:30	NM	1	\$65.00
Start Date End Date Weekdays Spots/Week Rate	.00	7441	'	\$00.00
Week: 09/10/12 09/16/12 1 1 \$65.00				
E 33 GFSB 09/10/12 09/10/12 5:30PM-6PM Eyewitness Nev5:30PM-6PM Start Date End Date Weekdays Spots/Week Rate	:30	NM	1	\$65.00
Week: 09/10/12 09/16/12 1 1 \$65.00				
E 34 GFSB 09/10/12 09/10/12 6PM-6:30PM Eyewitness Nev6PM-6:30PM	:30	NM	1	\$90.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 1 1 \$90,00				
E 35 GFSB 09/10/12 09/10/12 7PM-7:30PM 7PM-7:30PM	:30	NM	1	\$90.00
Start Date End Date Weekdays Spots/Week Rate			•	400.00
Week: 09/10/12 09/16/12 1 1 \$90.00				
E 36 GFSB 09/10/12 09/10/12 7:30PM-8PM 7:30PM-8PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>	:30	MM	1	\$90.00
Week: 09/10/12 09/16/12 1 1 \$90.00				
E 37 GFSB 09/10/12 09/10/12 5AM-5:30AM Eyewitness Nev5AM-5:30AM	:30	NM	1	\$20.00
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 09/10/12         09/16/12         1         \$20.00				
E 38 GFSB 09/10/12 09/10/12 5:30AM-6AM Eyewitness Nev5:30AM-6AM	:30	NM	1	\$30.00
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 09/10/12         09/16/12         1         1         \$30.00				
E 39 GFSB 09/10/12 09/10/12 M-SU Eyewitness News @ 1:11PM-11:35PM	:30	NIA.	4	¢ee oo
2 00 01 05 05 10/12 00/10/12 MI-00 Lycantiless Mems (2) 1 11FMI-11.30FM	.30	MM	1	\$65.00

McMahon for Senate

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to stall on the amount of any bills rendered by station within the time specified and until payment in full is received by stallion. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

08/31/12 / 08/31/12



	Contract / Revision 491856 /	Alt Order # 06301800
Contract Dates 09/04/12 - 09/10/12	Product MCMAHON 4 !!!GFSB!!	Estimate #
Advertiser		nal Date / Revision

			Spots/				
*Line Ch Start Date End Date Description	Start/End Time	Days	Length Week	Rate	Туре	Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 09/10/12         09/16/12         1         1	<u>Rate</u> \$65.00						
E 40 GFSB 09/10/12 09/10/12 Hawaii 5-0 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 1 1	10PM-11PM <u>Rate</u> \$300.00		:30	-	MM	1	\$300.00
E 41 GFSB 09/04/12 09/07/12 Eyewitness News at Noon  Start Date	12PM-12:30PM <u>Rate</u> \$50.00		:30		NM	2	\$100.00
		SS Signal (Lagrantino 19)	Totals	}	an and a second	56	\$5,010.00

McMahon for Senate

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/10/12	56	\$5,010.00	\$4,258.50
Totals	56	\$5,010.00	\$4,258.50

Signature:	Date:	